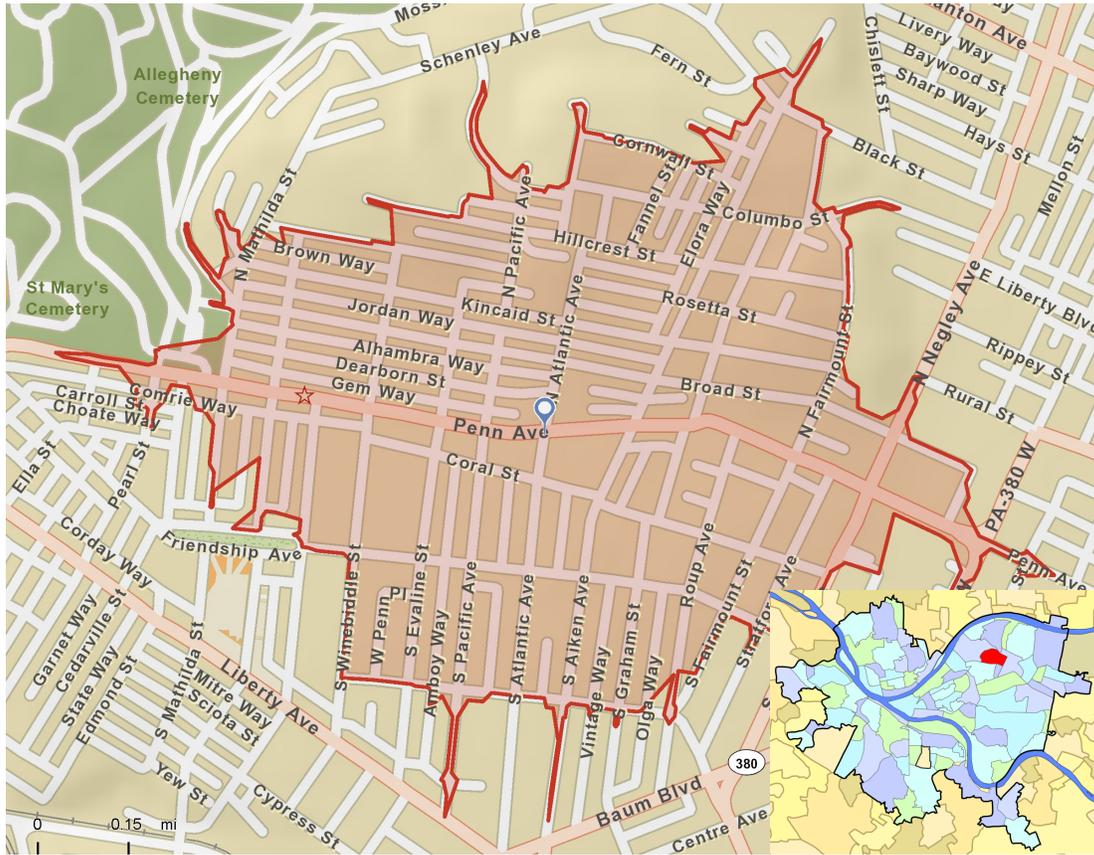


Penn Avenue Commercial District(Penn Ave Arts District) Garfield / Friendship



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
365

Number of Employees:
1,286

Employees/Residential
Population Ratio*:
0.21:1

Major Industries:
Food & Beverage Stores, Furniture &
Home Furnishing Stores, Health &
Personal Care Stores

For more information on the
neighborhood, visit:



Marketplace Profile **	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$8,990,969	\$652,990	\$8,337,979	86.5	2
Furniture & Home Furnishing Stores	\$988,177	\$2,451,024	-\$1,462,847	-42.5	3
Electronics and Appliance Stores	\$1,201,470	\$110,574	\$1,090,896	83.1	1
Building Materials, Garden Equip. & Supply Stores	\$1,218,262	\$425,367	\$792,895	48.2	3
Food and Beverage Stores	\$8,701,032	\$5,600,409	\$3,100,623	21.7	9
Health and Personal Care Stores	\$2,523,932	\$1,318,983	\$1,204,949	31.4	1
Gasoline Stations	\$4,526,993	\$0	\$4,526,993	100.0	0
Clothing & Clothing Accessories Stores	\$2,924,320	\$204,869	\$2,719,451	86.9	1
Sporting Goods / Hobby / Music / Book Stores	\$1,292,124	\$327,796	\$964,328	59.5	3
General Merchandise Stores	\$6,756,522	\$898,773	\$5,857,749	76.5	1
Nonstore Retailers	\$5,396,100	\$0	\$5,396,100	100.0	0
Food Services & Drinking Places	\$5,251,431	\$940,314	\$4,311,117	69.6	7

**Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. The Leakage/Surplus Factor measures the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. The NAICS is used to classify businesses by their primary type of economic activity.

*This ratio indicates the number of employees working in the area versus the number of residents. A higher ratio indicates more commercial presence.

Penn Avenue Commercial District



Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	5,979	6,017	6,068	0.17%
Households	2,983	3,024	3,061	0.24%
Median Age	33.0	33.6	34.0	0.24%
% 0-9	9.8%	9.1%	9.2%	0.22%
% 10-14	4.7%	4.9%	4.2%	-2.86%
% 15-24	16.8%	15.7%	15.6%	-0.13%
% 25-34	22.1%	23.3%	23.0%	-0.26%
% 35-44	11.5%	11.5%	11.9%	0.70%
% 45-54	12.3%	11.4%	10.1%	-2.28%
% 55-64	11.4%	11.7%	12.1%	0.68%
% 65+	11.4%	12.3%	14.0%	2.76%
Median Household Income	***	\$27,429	\$32,773	3.90%
Average Household Income	***	\$40,171	\$47,917	3.86%
Per Capita Income	***	\$20,385	\$24,420	3.96%
Total Housing Units	3,508	3,582	3,628	0.26%
% Owner Occupied Units	28.7%	26.5%	26.2%	-0.23%
% Renter Occupied Units	56.3%	57.9%	58.2%	0.10%
% Vacant Housing Units	15.0%	15.6%	15.6%	0.00%
Median Home Value	***	\$109,431	\$149,440	7.31%

Traffic Count Profile	Closest Cross-Street	Count
N Aiken Ave	Kincaid St	1,700
S Negley Ave	Friendship Ave	12,841
Baum Blvd	Vintage Way	9,367
Friendship Ave	Joliet Way	11,816
Black St	N Fairmount St	17,968
Liberty Ave	Cedarville St	13,024
Penn Cir W	Friendship Ave	7,668
Penn Cir W	Broad St	10,973
S Negley Ave	E Bus Way	13,901
Penn Cir S	Trade St	7,668

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2012 unless otherwise noted.

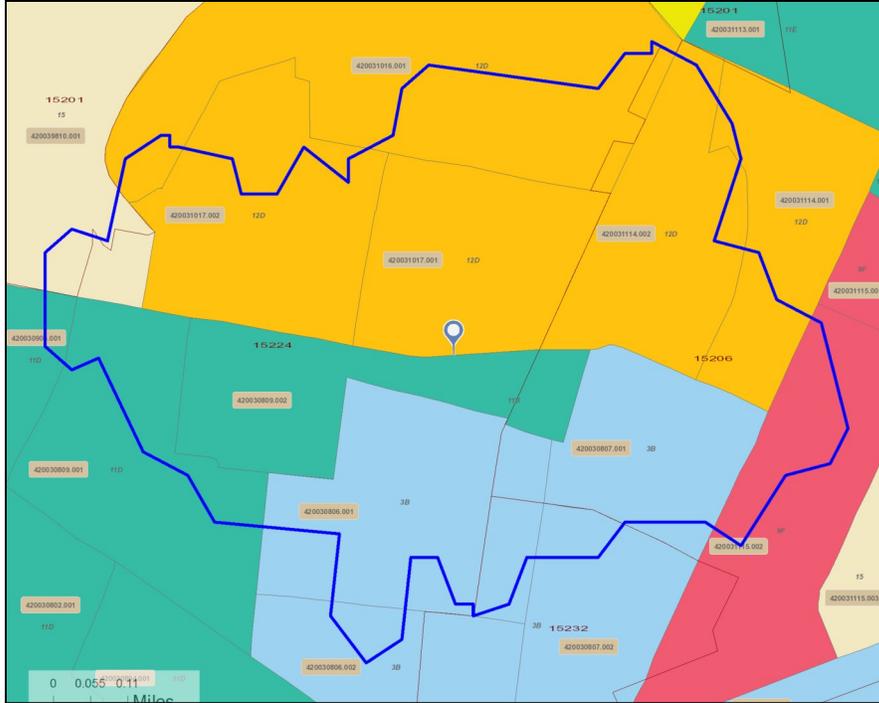
2014 Households by Disposable Income	
<\$15,000	32.1%
\$15,000—\$24,999	19.6%
\$25,000—\$34,999	13.5%
\$35,000—\$49,999	14.2%
\$50,000—\$74,999	12.3%
\$75,000—\$99,999	4.1%
\$100,000—\$149,999	3.5%
\$150,000+	0.8%
Median Disposable Income	\$23,756

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	11.3%
High School Diploma or Some College	43.2%
Associates Degree	8.0%
Bachelor's Degree	18.2%
Graduate or Professional Degree	19.4%

Spending Potential Index	
Apparel and Services	40
Computers and Accessories	59
Education	58
Entertainment / Recreation	55
Food at Home	59
Food Away from Home	58
Health Care	51
Household Furnishing and Equipment	50
Investment	35
Retail Goods	53
Shelter	59
TV/Video/Audio	60
Travel	50
Vehicle Maintenance & Repair	55
Total Expenditures	53

Note: The Spending Potential Index is household-based, and represents the asset value or amount spent for a product or service relative to the national average of 100. Values higher than 100 indicate spending above the national average, and values lower than 100 indicate lower spending than the national average.



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Cultural district attracts artists, musicians, and other participants in the creative economy

* The Walk Score is a measure between 0 and 100 that measures the ease of accessing amenities and running errands by walking. For more information, see <http://www.walkscore.com/>

TAPESTRY SEGMENT DESCRIPTIONS

Metro Renters (37.4%)

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

Modest Income Homes (35.2%)

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low (Index 73), public transportation is available, and Medicaid can assist families in need.

Young and Restless (14.8%)

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. Close to half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the Internet extensively. Young and Restless consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

Set to Impress (7.6%)

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

Note: ESRI is an independent geographic information systems (GIS) corporation and is not affiliated with the Urban Redevelopment Authority of Pittsburgh. This analysis utilizes socioeconomic and marketing data to identify distinct segments of the population, map where they reside, and describe their socioeconomic qualities and consumer preferences. More information on tapestry segments and segment descriptions can be found at: <http://www.esri.com/library/whitepapers/pdfs/community>



Business District Programs

The Pittsburgh Biz Buzz Small Grant Program

This program is designed to spur neighborhood business district revitalization using the 48x48x48 strategy of short and medium term achievable projects, determining what you can do in 48 hours, 48 days and 48 weeks. The program aims to bring newcomers into your neighborhood business district and create a "buzz" about your business district through media and word of mouth.

For more information about applications and eligibility, visit:
http://www.ura.org/business_owners/mainstreets.php

Neighborhood Business District Program

This program strives to ensure the health of the City's traditional neighborhood commercial districts using the National Main Street Center's Four Point Approach which considers: economic restructuring, promotion, design and sustainability.

To learn more about this program, contact [Josette Fitzgibbons](mailto:Josette.Fitzgibbons@ura.org) at (412) 255-6686 or visit:
http://www.ura.org/business_owners/mainstreets.php

Façade Improvement Programs

Restored storefronts improve the pedestrian environment, attract more customers, and encourage economic development and investment. The URA offers several different façade improvement programs designed for commercial building owners and tenants to improve their storefronts. Your location determines your building's façade improvement program eligibility.

For more information about applications and eligibility, contact [Quianna Wasler](mailto:Quianna.Wasler@ura.org) at (412) 255-6550 or visit:
http://www.ura.org/business_owners/facade_program.php



Green and Screen Project on Penn Avenue

Featured Business: Los Sabrosos Dance Studio



© Julio Torres Photo

Type of Business: Dance Studio

URA Program Utilized: Urban Development Fund

URA Investment: \$75,000

Private Investment: \$157,000

Total Project Investment: \$232,000

Contacts

Bloomfield Garfield Corporation:
www.bloomfield-garfield.org/

Urban Redevelopment
Authority of Pittsburgh:
www.ura.org/

All data from ESRI Business Analyst 2015 unless otherwise noted.

*Data applies to neighborhood boundary and not study area. Source: PGHSNAP, Dept. of City Planning

For More Information:

For additional market value analysis data, contact [Josette Fitzgibbons](mailto:Josette.Fitzgibbons@ura.org) at jfitzgibbons@ura.org
Department of City Planning SNAP Neighborhood Data: <http://www.pittsburghpa.gov/dcp/snap/>
Pittsburgh Neighborhood Community Indicator Systems (PNCIS) ACS 2005-2009 Neighborhood Profiles:
http://www.ucsur.pitt.edu/neighborhood_reports_acs.php